



Poster Guidelines for CARS 2021

Due to COVID, the large majority of the poster presentations will occur remotely. This means that you do not need a physical poster printed out for CARS. There are limited exceptions to this, but if you need a physical poster (unlikely) you will be informed by your faculty sponsor.

Poster Creation Tips

Step 1: If you do not have graphic design experience, your best bet for creating your poster is to do it in PowerPoint. Poster templates are available here:

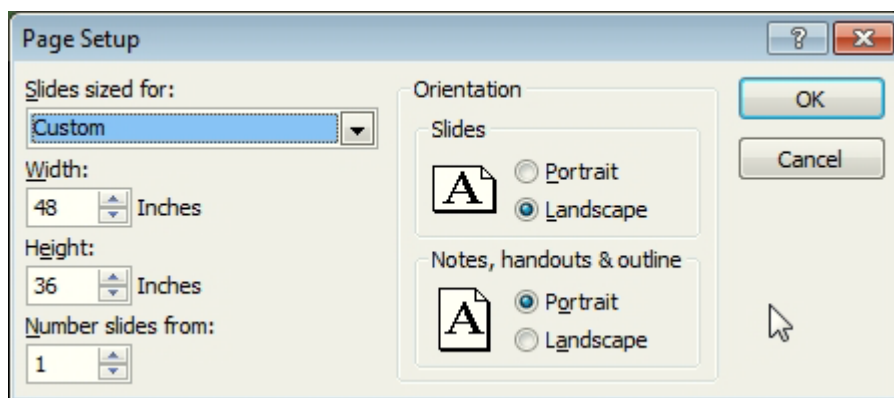
[Poster Templates](#) (scroll to the bottom of the page)

You are also free to design your poster from scratch, or to use a template provided by your faculty sponsor.

Step 2: Although your poster will not be physically printed, following the guidelines set out here will ensure that CARS viewers will have a consistent and predictable interaction with all the posters they see. We also know these guidelines produce readable/visually accessible posters.

Set the size of your poster. The maximum size for CARS is 48 inches wide by 36 inches tall. Unless you have a specific reason why you need a different size set your poster to this size. Again, this is a good idea even though the poster is not being printed. If you need to go outside of this size, please make sure that the completed poster is easily viewable on a standard size computer/laptop monitor.

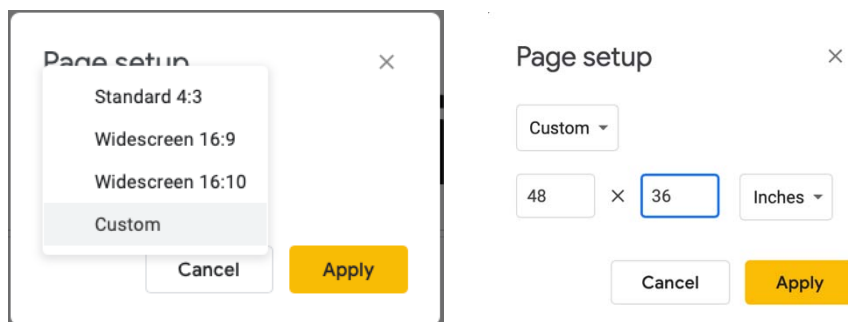
To set your poster size in PowerPoint, click on Design→Page Setup then check to make sure your poster is the correct size. (Note that you can orient your poster to either landscape or portrait, just be sure that the option you want is selected.) Click the OK button when you are done.



(On a Mac you would pick File→Page Setup instead to access this information)

To set your poster size in Google Slides, click on File→Page Setup then choose “Custom”. Under

custom make it 48 by 36 inches. Click Apply when you are done. The default layout is landscape.



Step 3: Populate your poster

It's recommended that you first create and edit all of the text, graphs, and other objects that will populate your poster in Word or Docs and then copy and paste the text into your poster, where you can adjust the size and layout as needed. It's much easier to edit and catch spelling/grammar problems in Word, so polish your text there first, then copy/paste the finished product into your poster.

(Note that Google Docs & Google Sheets do NOT play nicely with PowerPoint, particularly when it comes tables and graphs, so you'll want to create any tables or graphs in Word or Excel to then bring them into your PowerPoint template. PowerPoint and Google Slides both allow for table creation directly in the programs as well.)

Font sizes

Because your poster will be much larger than an 8.5 x 11 sheet of paper, the font sizes on your poster must also be much larger.

If you use one of the templates, many of the headings will already have the font size set for you. Here is a rough guide for how font sizes “translate” from a regular 8.5 x 11 inch piece of paper to a 48 x 36 poster if you are designing your poster from scratch.

100-180 point- For the title of the poster only- this is huge

70-100 point - Other very important information, like your name- this is very large

60-72 point- good main headings like “Introduction” “Results” “Conclusions”

50-60 point- Good for the titles of graphs

38 point- equivalent to “14 pt” font on regular 8.5 x 11 paper- good for main body text

28 point- equivalent to 12 pt font on regular 8.5 x 11 paper- good for if you have a lot of text to fit in a small space

20 point – equivalent to 9-10pt font on regular 8.5 x 11 paper – think of this as the size that footnotes usually are. Useful for citations. Text in a point size smaller than this will be essentially unreadable on a poster.

Images

Because images will be much larger than they are on a 8.5 x 11 piece of paper they need a higher resolution than they would otherwise. Be sure that any images you include are at least 330 dpi (dots per inch.) Be particularly wary of images from the internet, most do not have sufficient resolution. Most clip art does have the right resolution. ****DO NOT USE SCREEN CAPTURES OR SCREENSHOTS**** They will appear pixelated and blurry when enlarged on your poster.

Step 4: Check your logos

If you have included the Nazareth logo on your poster, make sure that it follows the use-of-logos guidelines from marketing. They can be found here:

<https://www2.naz.edu/branding-toolkit/logo/>

Step 5: Saving and Sizing Your Poster

36 inches (tall) by 48 inches (wide) is the standard (and maximum) size for a poster for CARS. Given the posters are viewed virtually, this limit is a bit more flexible, but following it again ensures that your poster looks “right” when people view it.

While you will create and edit your poster in PowerPoint or Google Slides, the actual file you send CARS to upload for presentation must be a PDF file. Again, this helps ensure that all poster content is consistent. This means you will have to select “File” → “Save As” → “PDF” from PowerPoint or “File” → “Download” → “PDF” in Slides. **After the PDF file is created, be sure to open it and check that the size is correct/the poster looks the way you intended on a standard computer screen.** You do this by selecting “File” → “Properties” (while the PDF file is open in Adobe Acrobat) and check the file size in the window that appears before you submit CARS. **DO NOT SKIP THIS STEP!**

Additional General Design Guidelines for Creating an Effective Poster¹:

- You want your poster to be completely viewable on a standard size computer/laptop screen without the viewer needing to switch between screens, dramatically enlarge, or shrink the poster image. You REALLY want the poster to be easy to see and read.
- The title should be in very large type, 84 pt. or larger.
- Do NOT use all capitals for titles and headings. It makes them hard to read.
- Text on your poster should be at least 18point. Headings should be larger.
- Use double or 1.5 spacing between lines of text.
- Keep each section relatively short and to the point- no more than about 15 lines per section.
- Framing the text by putting a box around it will also help readers to focus.
- Choose a simple font such as Times, Helvetica or Prestige Elite and stick with it. Avoid cursive or unusual fonts.
- Avoid overuse of outlining and shadowing, it can be distracting.
- To make something stand out, use a larger font size, bold or underline, or use a different color instead of outlining or shadowing effects.
- Don’t have a dark color font for text on a dark color background (or vice versa)
- Whenever possible, use graphs, charts, tables, figures, pictures or lists instead of text to get your points across. Remember to use images that are at least 300 dots per inch!

¹ Adapted from Guidelines for ACS Speakers and Poster Presenters at <http://acscinf.org/docs/publications/posters.htm>

Suggestions for Preparing to “Present” Your Poster

- Even though CARS is virtual this year, you will still be signed on and “live” to discuss and answer questions about your poster during your presentation time. It is not unusual for people to prefer to hear from you about your project rather than standing and read your poster. To prepare for these conversations, practice answering these simple questions:
 - 1) What did you do?
 - 2) Why did you do it that way?
 - 3) What did you find?
 - 4) Why should anyone care? (i.e. why are your findings/experience important)
 - 5) What might you change if you could do it again?
 - 6) What would you do in the future with this topic?

This is one of the reasons why having good visual aids on your poster is important--it gives you something to refer to as you answer questions!

*****PLEASE NOTE THAT ALL POSTERS MUST BE SUBMITTED AS A PDF BY APRIL 1ST. SUBMISSION INSTRUCTIONS WILL BE POSTED ON THE [CARS WEBSITE](#) WHEN FINALIZED.*****